



Counties: Baldwin, AL



2000 Total Population	140,415
2000 Group Quarters	2,274
2008 Total Population	182,156
2013 Total Population	216,029
2008 - 2013 Annual Rate	3.47%



2000 Households	55,336
2000 Average Household Size	2.5
2008 Households	74,261
2008 Average Household Size	2.42
2013 Households	89,080
2013 Average Household Size	2.4
2008 - 2013 Annual Rate	3.71%
2000 Families	40,260
2000 Average Family Size	2.94
2008 Families	53,436
2008 Average Family Size	2.9
2013 Families	63,484
2013 Average Family Size	2.89
2008 - 2013 Annual Rate	3.51%



2000 Housing Units	74,285
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	25.5%
2008 Housing Units	102,739
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	27.7%
2013 Housing Units	124,427
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	28.4%

Median Household Income

2000	\$40,249
2008	\$47,220
2013	\$51,447

Median Home Value

2000	\$105,281
2008	\$166,993
2013	\$172,362

Per Capita Income

2000	\$20,826
2008	\$24,285
2013	\$26,308

Median Age

2000	38.9
2008	41.4
2013	42.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Baldwin, AL

**2000 Households by Income**

Household Income Base	55,356
< \$15,000	15.7%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	1.9%
\$200,000+	1.9%
Average Household Income	\$52,133

2008 Households by Income

Household Income Base	74,261
< \$15,000	12.9%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	2.1%
\$200,000+	2.3%
Average Household Income	\$59,213

2013 Households by Income

Household Income Base	89,080
< \$15,000	11.1%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	2.2%
\$200,000+	2.4%
Average Household Income	\$63,464

2000 Owner Occupied HUs by Value

Total	44,036
<\$50,000	17.6%
\$50,000 - 99,999	29.7%
\$100,000 - 149,999	22.7%
\$150,000 - 199,999	12.4%
\$200,000 - \$299,999	9.7%
\$300,000 - 499,999	5.4%
\$500,000 - 999,999	1.8%
\$1,000,000+	0.6%
Average Home Value	\$141,853

2000 Specified Renter Occupied HUs by Contract Rent

Total	11,065
With Cash Rent	89.1%
No Cash Rent	10.9%
Median Rent	\$460
Average Rent	\$488

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Baldwin, AL



2000 Population by Age

Total	140,415
0 - 4	6.1%
5 - 9	6.8%
10 - 14	7.2%
15 - 19	6.7%
20 - 24	5.1%
25 - 34	12.1%
35 - 44	15.6%
45 - 54	14.0%
55 - 64	10.9%
65 - 74	8.8%
75 - 84	5.1%
85+	1.5%
18+	75.6%

2008 Population by Age

Total	182,156
0 - 4	6.1%
5 - 9	6.0%
10 - 14	6.3%
15 - 19	6.2%
20 - 24	5.4%
25 - 34	11.4%
35 - 44	13.5%
45 - 54	15.5%
55 - 64	13.4%
65 - 74	8.8%
75 - 84	5.3%
85+	1.9%
18+	77.6%

2013 Population by Age

Total	216,029
0 - 4	6.0%
5 - 9	5.9%
10 - 14	6.3%
15 - 19	6.1%
20 - 24	5.2%
25 - 34	11.0%
35 - 44	12.6%
45 - 54	15.5%
55 - 64	14.9%
65 - 74	9.3%
75 - 84	5.3%
85+	2.1%
18+	78.0%

2000 Population by Sex

Males	49.0%
Females	51.0%

2008 Population by Sex

Males	49.0%
Females	51.0%

2013 Population by Sex

Males	49.0%
Females	51.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Baldwin, AL



2000 Population by Race/Ethnicity

Total	140,415
White Alone	87.1%
Black Alone	10.3%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	1.8%
Diversity Index	25.7

2008 Population by Race/Ethnicity

Total	182,156
White Alone	85.6%
Black Alone	11.3%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.7%
Two or More Races	1.2%
Hispanic Origin	2.4%
Diversity Index	28.9

2013 Population by Race/Ethnicity

Total	216,029
White Alone	85.6%
Black Alone	11.3%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.7%
Two or More Races	1.2%
Hispanic Origin	2.4%
Diversity Index	28.9



2000 Population 3+ by School Enrollment

Total	135,354
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.0%
Enrolled in Grade 9-12	5.6%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	75.9%

2008 Population 25+ by Educational Attainment

Total	127,334
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	11.1%
High School Graduate	30.5%
Some College, No Degree	22.6%
Associate Degree	7.3%
Bachelor's Degree	15.9%
Graduate/Professional Degree	9.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Baldwin, AL****2008 Population 15+ by Marital Status**

Total	148,525
Never Married	19.5%
Married	62.0%
Widowed	6.6%
Divorced	11.9%

**2000 Population 16+ by Employment Status**

Total	110,255
In Labor Force	59.8%
Civilian Employed	57.1%
Civilian Unemployed	2.6%
In Armed Forces	0.2%
Not in Labor Force	40.2%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	94.9%
Civilian Unemployed	5.1%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	95.4%
Civilian Unemployed	4.6%

2000 Females 16+ by Employment Status and Age of Children

Total	57,207
Own Children < 6 Only	7.1%
Employed/in Armed Forces	4.1%
Unemployed	0.3%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	6.0%
Employed/in Armed Forces	3.5%
Unemployed	0.2%
Not in Labor Force	2.3%
Own Children 6-17 Only	18.0%
Employed/in Armed Forces	12.7%
Unemployed	0.5%
Not in Labor Force	4.8%
No Own Children < 18	68.9%
Employed/in Armed Forces	30.2%
Unemployed	1.5%
Not in Labor Force	37.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

**Counties: Baldwin, AL****2008 Employed Population 16+ by Industry**

Total	78,389
Agriculture/Mining	1.4%
Construction	10.8%
Manufacturing	10.2%
Wholesale Trade	3.6%
Retail Trade	13.9%
Transportation/Utilities	4.9%
Information	1.6%
Finance/Insurance/Real Estate	6.5%
Services	42.8%
Public Administration	4.2%

2008 Employed Population 16+ by Occupation

Total	78,389
White Collar	56.8%
Management/Business/Financial	12.2%
Professional	18.8%
Sales	15.0%
Administrative Support	10.9%
Services	16.6%
Blue Collar	26.6%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	8.9%
Installation/Maintenance/Repair	5.5%
Production	6.1%
Transportation/Material Moving	5.4%

**2000 Workers 16+ by Means of Transportation to Work**

Total	62,219
Drove Alone - Car, Truck, or Van	82.8%
Carpooled - Car, Truck, or Van	11.1%
Public Transportation	0.3%
Walked	1.2%
Other Means	1.0%
Worked at Home	3.5%

2000 Workers 16+ by Travel Time to Work

Total	62,219
Did Not Work at Home	96.5%
Less than 5 minutes	3.9%
5 to 9 minutes	11.2%
10 to 19 minutes	27.6%
20 to 24 minutes	13.7%
25 to 34 minutes	18.7%
35 to 44 minutes	6.4%
45 to 59 minutes	8.5%
60 to 89 minutes	3.9%
90 or more minutes	2.5%
Worked at Home	3.5%
Average Travel Time to Work (in min)	25.9

2000 Households by Vehicles Available

Total	55,336
None	4.2%
1	31.6%
2	45.1%
3	14.1%
4	3.7%
5+	1.2%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Baldwin, AL



2000 Households by Type

Total	55,336
Family Households	72.8%
Married-couple Family	59.3%
With Related Children	25.3%
Other Family (No Spouse)	13.4%
With Related Children	8.8%
Nonfamily Households	27.2%
Householder Living Alone	23.3%
Householder Not Living Alone	3.9%

Households with Related Children	34.0%
Households with Persons 65+	27.3%

2000 Households by Size

Total	55,336
1 Person Household	23.3%
2 Person Household	37.9%
3 Person Household	16.8%
4 Person Household	13.8%
5 Person Household	5.7%
6 Person Household	1.8%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	55,336
Moved in 1999 to March 2000	21.3%
Moved in 1995 to 1998	31.9%
Moved in 1990 to 1994	18.3%
Moved in 1980 to 1989	13.3%
Moved in 1970 to 1979	8.2%
Moved in 1969 or Earlier	6.9%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	74,285
1, Detached	60.6%
1, Attached	2.0%
2	1.4%
3 or 4	2.5%
5 to 9	2.7%
10 to 19	1.8%
20+	10.6%
Mobile Home	17.7%
Other	0.9%

2000 Housing Units by Year Structure Built

Total	74,285
1999 to March 2000	5.7%
1995 to 1998	19.4%
1990 to 1994	15.0%
1980 to 1989	23.2%
1970 to 1979	16.7%
1969 or Earlier	20.0%
Median Year Structure Built	1986

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Baldwin, AL

Top 3 Tapestry Segments

1.	Midland Crowd
2.	Rural Resort Dwellers
3.	Southern Satellites



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$130,379,049
Average Spent	\$1,755.69
Spending Potential Index	65
Computers & Accessories: Total \$	\$13,526,457
Average Spent	\$182.15
Spending Potential Index	76
Education: Total \$	\$72,793,331
Average Spent	\$980.24
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$231,812,606
Average Spent	\$3,121.59
Spending Potential Index	84
Food at Home: Total \$	\$296,129,316
Average Spent	\$3,987.68
Spending Potential Index	82
Food Away from Home: Total \$	\$202,676,207
Average Spent	\$2,729.24
Spending Potential Index	80
Health Care: Total \$	\$273,927,775
Average Spent	\$3,688.72
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$128,832,224
Average Spent	\$1,734.86
Spending Potential Index	75
Investments: Total \$	\$55,376,686
Average Spent	\$745.70
Spending Potential Index	74
Retail Goods: Total \$	\$1,657,808,175
Average Spent	\$22,324.08
Spending Potential Index	82
Shelter: Total \$	\$858,447,990
Average Spent	\$11,559.88
Spending Potential Index	74
TV/Video/Sound Equipment: Total \$	\$84,691,796
Average Spent	\$1,140.46
Spending Potential Index	79
Travel: Total \$	\$110,930,428
Average Spent	\$1,493.79
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$61,283,361
Average Spent	\$825.24
Spending Potential Index	83

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.